

Introduction

1. Background:

I recently came across an article that was based on a survey where various relocation service providers (more commonly known as packers and movers) were questioned about their operations and various trends that they usually observe when their customers relocate from one place to another. The primary objective was to study the customer's mindsets and figure out what triggered the initial move and then, what was the most prominent factor for them while choosing the location that they were moving to. When it came down to it, it was observed that it was a toss-up between price and the safety of the neighbourhood.

2. Problem:

The problem was based in London, that was triggered by observing a sharp uptake in the number of immigrants and relocators in the recent years. Further probing resulted in a trend where certain neighbourhoods seemed to attract a major chunk of these relocators and immigrants. Thus, I thought it would be interesting to analyse London's neighbourhoods based on how safe they are and see if there was a correlation between it and the findings of the survey.

3. Stakeholders/Audience:

If there indeed is a correlation between the survey and our findings, it can serve as a template or point of reference for other people looking to relocate or new immigrants and help them find a neighbourhood to their liking. Also, since living spaces are limited, there might be some safe neighbourhoods that might be full and cannot accommodate any more people. On the other hand, there might be some neighbourhoods that are equally safe but haven't been occupied yet because of their low-key status. In such scenarios, it can help the audience find their second or third best alternatives without too many compromises.